

NUTRACON

26-27th August, 2010

Hong Kong Convention & Exhibition Centre

Healthy, nutritional and wellness products are BIG business. Capitalize on this next big trend at **Nutracon Asia.**

The conference will cover this growing market in comprehensive with workshop sessions, networking opportunities, and case studies. Get the information you need to consider in the development and marketing of healthy, nutritional and wellness products.

The 2-Day Nutracon Asia Focuses on 4 Educational Workshops:

- | Cosmetics Regulations
- | Functional Food & Beverage
- | Dietary Supplements
- | Organic Business

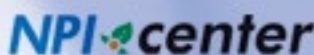
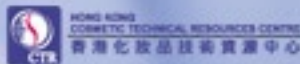
Co-located with :

Organizer :



New Hope Natural Media
A Division of Penton Media, Inc.

Conference Partners :



Nutracon Asia will help you to:

- Identify future market opportunities and develop targeted strategies for expanding your presence in the healthy and better-for-you arena
- Get updates on the regulatory landscape of the Asian dietary supplement business, and learn from the experience of emerging Vietnam and India
- Develop practical strategies for entering the cosmetics market in China and achieving compliance with product requirements
- Have a thorough understanding of the role of accreditation in the organic industry and discover how successful organic outlets operate with in-depth case studies
- Be inspired by the latest product innovations in the functional food and beverage industry, and enrich your insights to effective marketing in Asia

Day 1 - Thursday, 26th August 2010, 10:00 - 18:00
Venue: Meeting Room N102 - 103

Cosmetics Regulatory Workshop – Entering the China & Hong Kong Market

China’s cosmetic market has been expanding rapidly over the past 20 years. Although many opportunities abound and industry growth is positive, companies who are considering entering the market still face challenges.

China is not a monolithic market; it’s an alliance of different culture segmentations. Each province has its unique characteristics, what people speak, eat, and drive differ greatly from north to south, east to west. Learning about the variety of emerging groups of consumers, business environments, and regulatory frameworks can pose as many market opportunities as challenges, and should be the number one priority for multinational and domestic companies.

Cosmetics Regulatory Workshop is a one-day seminar that provides you with an in-depth look into the current new updates regulatory and business environment of the cosmetics market in China & Hong Kong. Industry experts will present a comprehensive overview of the cosmetics regulations in China and Hong Kong and will cover the latest market data, legal issues and practical case studies. An increasing number of natural and organic manufacturers are heading into cosmetics in China and Hong Kong. Attendees will take ideas and knowledge back to their business to aid in creating a strategy to capture a piece of this lucrative market

Key Highlights of the workshop:

Update on the Regulations of Cosmetics in China

- Overview of Guangdong cosmetic industry, its opportunities and challenges
- History of China’s cosmetics regulation reformation
- Updates on China’s cosmetic regulatory framework
- Governmental Supervision Program on the cosmetic industry
- Examining regulatory requirements in China

China Testing Requirements and Monitoring System for Cosmetic Ingredients and finished products

- Review of standards (hygiene, safety and quality) for cosmetic products, including official and unofficial
- Official requirements for cosmetic ingredients
- Testing methods for ingredients and products
- In-market surveillance by China Government

Business Opportunities and Challenges for the Cosmetics Market in China

- Overview of the cosmetics activity in the China market
- Recognizing the key market drivers for the cosmetics industry
- Understanding consumer behavior in HK and China
- Analysis and identification of challenges for multinational and domestic companies
- Strategies for marketing natural and organic cosmetics in China

Legal Issues – Intellectual Property Protection for the Cosmetic Industry

- General protection status of intellectual property rights (“IPR”) in Hong Kong and Mainland China
- Overview of the Intellectual Property Law in Hong Kong and Mainland China
- Recommendations for foreign cosmetic companies to protect their IPR in Hong Kong and Mainland China

Strategies for Applying China Import Hygiene Permits for Your Cosmetics Business

- A bird’s eye view on the China & Hong Kong cosmetics import policy
- Outline of the application procedure
- Tackling legislative grey areas: Uncovering issues untouched by precedent and general mis-concept
- Identify the common causes of failure in application and practical solutions
- How to prepare the key supporting documents

Workshop Speakers:



Zheng Wei-Dong, Director, Foods and Cosmetics Testing Center of Guangdong
 Mr. Zheng Wei-Dong finished his studies in Guangdong Pharmaceutical University and obtained his Bachelor of Pharmacy. After working several years in the cosmetics industry, he was appointed as Director at the Foods and Cosmetics Testing Center of Guangdong Province (GDCTC) in 2004, one of the ten appointed cosmetics laboratories by the Guangdong Province government. Mr. Zheng is an expert in cosmetic testing, standards and monitoring system in China. He is also Deputy Director for China Cosmetic Quality Assurance Committee and Editorial Director of the China Cosmetic Quality Report Magazine under the Ministry of Health, China.



Lewis Luk, Founding President, Hong Kong Brands Protection Alliance
 Dr. Lewis Luk is a senior associate of P. C. Woo & Co. specializing in Intellectual Property Law. He obtained his law degree from King’s College London, UK, a Diploma in Chinese Law, a Juris Doctor in US Law and a Doctorate in the area of Innovation Strategy. He is a qualified lawyer in Hong Kong, England & Wales, Singapore, Australia and an Associate of the American Bar Association. Dr. Luk is the Founding President of the Hong Kong Brands Protection Alliance (“HKBPA”), a federation of 52 industry associations. He is also the current President of Hong Kong Institute of Patent Attorneys. Dr. Luk is an Adjunct Professor of The Hong Kong Polytechnic University specializing in the Intellectual Property Law, a Fellow of King’s College London and an Industrial Fellow of University of Warwick, UK. He was a member of the Chinese People Consultative Conference, Guangdong, Trade and Industry Advisory Board of HKSAR and Commission on Strategic Development of HKSAR.



Sam Leung, General Manager, H&S Solutions Limited
 Mr. Sam Leung is the General Manager of H&S Solutions Limited and Guangzhou Xiang Geng Cosmetic Company Limited, a strategic advisory and agency firm focused on the china cosmetics industry. Sam advises companies on how to launch their cosmetics products into China market, specializing in product marketing and channeling. Prior to this, Sam has served as key positions in Newson International Limited, International Cosmetics (Asia Pacific) Joint Development Centre (ICJDC) and Logicos Global Company Limited. He has more than 7 years’ experience in management consulting, branding and market research. Sam has advised many leading cosmetics industry companies on their strategy and direction, including Cory, ITC into China market.



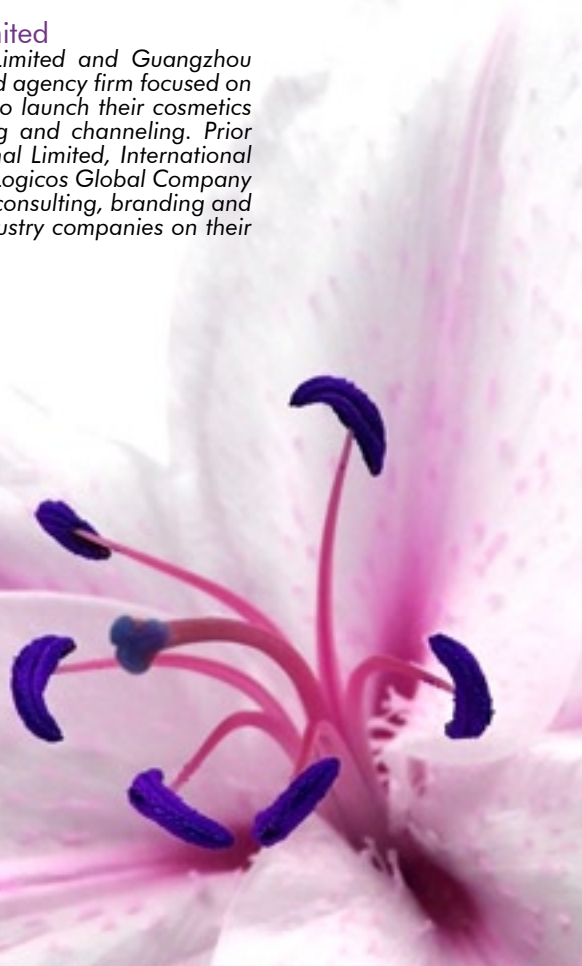
Albert Leung, Business Development Executive, Hong Kong Cosmetic Technical Resources Centre
 Mr. Albert Leung is the Business Development Executive of Hong Kong Cosmetic Technical Resources Centre. He holds a bachelor’s degree in chemistry from The Chinese University of Hong Kong and possesses a broad background in the application of China Import Hygiene Permits for cosmetics, regulatory affairs and product development. He is also Executive of CMA Testing Laboratory, an Honorary Secretary of the Hong Kong Cosmetic Society of Cosmetic

Chemists, part-time tutor of cosmetic science courses for Institute of Professional Education and Knowledge of Vocational Training Council and columnist for local cosmetics media.



Representative from Guangdong Food and Drug Administration
 The Guangdong Food and Drug Administration is under the State Food and Drug Administration. Its main responsibilities are: to implement national laws and regulations on the administration of food, health food, cosmetics, drugs and medical devices; to draft local regulations and provisions on the safety management of health food, cosmetics, drugs and medical devices, and supervise their implementation; to organize relevant authorities to formulate local regulations and

provisions on the safety management of food, comprehensive supervision policies and work plans.



Day 1 - Thursday, 26th August 2010, 10:00 - 18:00

Venue: Meeting Room N111 - 112

Functional Food & Beverage Workshop – From Market Analysis, Quality & Safety to Marketing Strategies

As the world is getting older and fatter, the health and wellness industry remains robust despite ongoing economic uncertainty. Consumers around the world still demand viable functional food and beverages of ever greater specificity to meet a multitude of needs, ranging from gut health and immune system support to weight management, inner beauty and heart health.

However, tightening regulations represent a significant stumbling block, in the near term at least, and further highlight the importance of solid science. Product quality and safety questions therefore remain a workshop issue even the company with the best marketing strategies has to confront.

Functional Food & Beverage Workshop is a one-day workshop that equips you with a sound understanding of the latest trends and regulation systems in the health and wellness sector. Industry representatives will address the role of nutraceuticals within the global functional food and beverage market, explain why heart health products are becoming a major area of development, spell out how to achieve better quality of food supplements while complying with GMP regulations, and offer practical advice on how to invest in the functional beverage market. With a substantial number of case studies, the workshop is your indispensable guide to tapping the food and beverage market with ease.

Key Highlights of the workshop:

▲ Navigating Wellbeing – Global Trends Shaping the Sales of Nutraceuticals within the Broader Market of Health and Wellness Food and Beverage

- Overview of the global sales of nutraceuticals in the functional food and beverage sector
- Analysis of global health trends and regulation issues
- Examining product trends that are shaping the natural industry
- Identifying trends in key Asian countries

▲ Market Insight – Heart Health as a Key Functional Food and Drinks Development Area

- Recognizing the mounting threat of deaths from cardiovascular disease
- Examining the sales and prospects of fortified and functional heart health products
- Reconsidering the role of heart health products in preventive approaches to heart disease

▲ Complying with GMP Regulations and How It Helps Build Better Quality and Safety of Food Supplements and Functional Foods

- Understanding how to comply with key provisions of GMP regulations
- What GMP means in your business?
- Avoiding common areas of non-compliance

▲ Practical Tips on Investing in the Functional Beverage Market

- What products/vertical categories are HOT, and which are NOT?
- What products MAY have sensitivity to cultural differences, vs. global beverages?
- What type of returns should investors expect downstream, given the economic slowdown globally today?



- What lessons can we learn from brand failures?
- What really is the size of the global marketplace, and how can a brand compete?

▶ **A North American view of functional food and beverage and food supplement markets**

- Global focus on
- Ingredients and categories to watch
 - Key scientific and technology developments affecting the market
 - Factors bridging the markets between food and supplements
 - Tom Aarts "Prediction for Future" including unique Nutrition Business Journal data

Workshop Speakers:



Ewa Hudson, Head of Health & Wellness Research, Euromonitor International

Ewa Hudson manages the research program for the global health and wellness industry at Euromonitor International. In her current post, Ewa Hudson has direct responsibility over the content and quality of Euromonitor's health and wellness research, which provides strategic analysis and other in-depth coverage of the global market in more than 32 countries worldwide. She is also responsible for working with the international client base of Euromonitor's online Health and Wellness Foods and Beverages-Passport. She earned a master's degree in economics from the University of Poznan, Poland, and has also studied postgraduate marketing at the University of Westminster in London.



Hui Hui Lim, Senior FMCG Research Analyst, Euromonitor International (Asia) Pte Ltd

Hui Hui Lim is a Senior FMCG Research Analyst at Euromonitor International, which she joined in 2005. At Euromonitor International, Hui Hui manages a team of analysts in various Asian countries and is responsible for researching a wide spectrum of FMCG industries, ranging from Packaged Food, Beverages, Health & Wellness and Consumer Foodservice to Beauty & Personal Care, Retailing, and Consumer Health. Hui Hui has also contributed her opinions on FMCG industries culled from her research expertise to regional industry publications, such as Retail Asia and Cosmetics International, and leading broadcast news, BBC. Additionally, she has represented Euromonitor International as speakers at leading regional events. Hui Hui graduated with a Bachelor of Business Management (Marketing) from the University of Queensland, where she was also awarded the Dean's Honour Roll in 2004 for her outstanding academic excellence.



Edward Wyszumiala, General Manager – Dietary Supplement and Functional Food Certification Programs, NSF International

Ed Wyszumiala is the general manager for NSF International's dietary supplement and functional food certification programs. As part of his duties he heads NSF's dietary supplements strategic initiatives, including the development of NSF's certification programs and implementation of NSF's integrated business strategies. Ed is also involved in various industry organizations, including AHPA, CRN, IADSA and UNPA.



Thomas D. Aarts, Co-Founder, Nutrition Business Journal Principal and Founder, Nutrition Capital Network

Tom is founder and Principal of Nutrition Capital Network (NCN) and Managing Director of Nutrition Business Advisors, a strategic advisory firm focused on the nutrition industry. NCN (www.nutritioncapital.com) is focused on connecting Nutrition/LOHAS companies with sources of growth capital. He co-founded Nutrition Business Journal and is Founder and Co-Chair of The NBJ Summit, the premier executive retreat for the nutrition industry. Prior to this, Mr. Aarts was a Founding Partner of Health Business Partners, an investment banking and consulting firm serving the natural products industry.

He has more than 22 years experience in management consulting, M&A transactions, capital raising and strategic market research. Mr. Aarts has managed sales of many nutrition companies and has advised the CEOs of leading nutrition industry companies on their strategy and acquisitions (buy side and sell side), including GNC, Rexall, Nestle, Bayer, Ideasphere, and Cargill. Mr. Aarts also sits on several Boards, including Vitamin Angels, a non-profit. He is a graduate of Colgate University and completed his MBA from the Wharton School, University of Pennsylvania.



James Tonkin, President, HealthyBrandBuilders

James Tonkin is a private sector brand management and development professional. Over his 33-year career, he created and implemented successful business, financial, and marketing strategies for domestic and international corporations including food and beverage production, manufacturing, sales, marketing, and distribution. Tonkin worked with companies including Stroh's Brewery, Sun Orchard Inc, Geyser Products LLC, Seven-Up Company of Southern California, POKKA Corporation (Japan, USA), Natural Waters of Viti Ltd. (Fiji Natural Artesian Water), Canadian Natural Glacier Water, Hawaiian Natural Water Company, American Beverage Control, Electronic Dispensers International, and Global Water Technologies. Tonkin has lead two functional beverage companies over the last 6 years as president and CEO: Bio Essentials, makers of Motion Potion, a Glucosamine beverage for joint health, and Essentia Water, Inc., electrolyte-enhanced bottled water sold mostly in the health segment nationally. Tonkin also created Hound Hydrators Pet Water for PETsMART. Jim's expertise in developing national infrastructure to produce, distribute and market beverages continues to be his passion, and at the heart of his practice today.

Day 2 - Friday, 27th August 2010, 10:00 – 17:30
Venue: Meeting Room N102 - 103



Dietary Supplement Workshop - Understanding the latest regulatory landscape for Successful Business in Asia

In addition to marketing, regulation is the other key element that determines the success of a health supplement business in Asia. For companies that are seriously considering entering the Asian market, the understanding of regulation must go beyond regulatory affairs personnel and include marketing and senior management staff.

The regulations for health supplements are diverse across Asia and this can affect a company's product launch plan. This workshop will guide companies through how to access the key Asian health supplements markets. Strategic recommendations and exemplary case studies will be presented to assist companies in understanding the key considerations or factors for classification of products, regulatory boundaries and how to meet the regulatory requirements. Companies will get a clear picture of the different regulations and practices in the selected 5 northeast Asian and ASEAN health supplement market so as to enhance its chances of success in launching new products and ensure effective marketing of products.

There will be special highlights on newly emerging health supplement markets in Asia like Vietnam, complete with a comprehensive review of the current and future business opportunities, such as market size and conditions, as well as the regulatory requirements for placing the health supplement products in these markets.

Key Highlights of the workshop:

Implication of Regulations on Health Supplement Business and Market Entry

- Estimation of health supplement market size: Global and Asia
- Top 5 products/ingredients and health claims/concerns
- Opportunities and challenges

Influence of International Regulatory Development on Asia

- Introduction to CODEX Alimentarius
- Role on CODEX Alimentarius in trade
- How CODEX Alimentarius influence the development of health supplement regulations in Asia

Overview of Asia Health Supplement Market and Regulatory Environment

- Asia health supplement regulatory landscape (The members countries of the Association of Southeast Asian Nations + 5 North East Asia countries)
- Key considerations for successful launch of health supplements product in Asia markets: product placements requirements, permissible health supplement ingredients and claims
- Opportunities and challenges for making health claims

ASEAN Harmonization of Health Supplement Regulations

- Goals and strategies of ASEAN harmonization of health supplement requirements
- Opportunities for health supplement market in ASEAN
- Key areas for harmonization and current status

Emerging Fast Growing Health Supplement Market in Asia: Vietnam and India

- Health supplement market and business Opportunities in Viet Nam
- Health supplement regulations in Viet Nam
- Health supplement market, business opportunities and regulations India

Workshop Speakers:



Daniel Tsi, Regional Director, EAS Strategic Advice

Dr. Daniel Tsi is the Regional Director of EAS Strategic Advice. He obtained a Doctorate Degree in Pharmacology of Natural Products from the National University of Singapore. Dr. Tsi has over a decade of professional experience in the leadership and management of scientific-clinical research across Asia, and nutritional supplement product development across the entire chain of R&D-Regulatory activities in the healthcare, pharmaceutical and nutritional supplement industries. He served as a scientific expert on ASEAN Technical Scientific Committee of Traditional Medicine and Health Supplement (ASEAN TMHS), working on the harmonization of regulatory claim guidelines for health supplements and traditional medicine. He has published in international scientific journals and presented at various scientific conferences.



Wai Mun Poon, Regional Regulatory Affairs Manager, EAS Strategic Advice

Wai Mun Poon specializes in regulatory affairs for health supplements in a regional capacity. Over the last 9 years she has actively worked on product registration ranging from pharmaceuticals to nutritional supplements, as well as regulatory strategy planning for product development. She manages the Secretariat of ASEAN Technical Scientific Committee for Traditional Medicine and Health Supplements. Ms. Poon is a biotechnologist and graduated with a M.Sc. in Biopharmaceutical from the University of New South Wales.



Le Van Dung, Deputy Head – Registration Department, Vietnam Food Administration, Ministry of Health Vietnam

Dr. Le Van Dung is the Vice Head of the Registration and Certification Division, Vietnam Food Administration, Ministry of Health – Vietnam. With extensive background in Traditional Medicine he is one of the key members participating in the drafting of legislations and regulatory framework for Health Supplement, Food safety leading to the promulgation of the Vietnam National Food Safety Law (to be effective from July 1, 2011). Currently he is directly in charge of the registration process of all Health Supplements products in Vietnam. He is an active executive member of the Vietnam Association of Dietary Supplements.



Shirley V. Ramesh, Senior Officer - Standards and Conformance Unit, ASEAN Secretariat

Shirley Vincent Ramesh is a Senior Officer in the Trade and Facilitation Division of the ASEAN Secretariat overseeing the standards and conformance activities in ASEAN (The Association of Southeast Asian Nations). Having had vast experience in the field of standardization at national, regional and international levels, she facilitates the regional activities related to standards and conformance under the economic integration initiatives of ASEAN which includes formulation of policies and recommendations on the harmonization of standards, technical regulations and conformity assessment procedures for a diverse range of sectors namely, agro-based products, automotive, building and construction, cosmetic, electrical and electronic equipment, health supplements, medical device, pharmaceutical sector, rubber-based products and traditional medicines.



Do Ngoc Thach, Director – External Affairs, Vietnam Association of Dietary Supplements

Thach Do is the Director for External Affairs of Vietnam Association of Dietary Supplements (VADS), spearheading the efforts of effective participation of the Vietnamese Dietary Supplements industry in the standard harmonization process within the ASEAN region. He holds a Master Degree in International Business from the University of Wollongong, Australia. He is also the Deputy General Director of International Medical Consultants (IMC) Company Limited, the premier manufacturer of Dietary Supplements in Vietnam.



Rajeshwar B. Smarta, Managing Director, Interlink

Dr. Rajeshwar (Raja) B. Smarta is the Founder and Managing Director of Interlink, a leading strategy consultancy firm in India, specializing in the pharmaceuticals, nutraceuticals, critical care, healthcare and wellness arena for 25 years. Dr. Smarta is noted for providing support in policy guidelines of FASSAI (Food and Safety Standard Association Act of India) and assisting nutraceutical companies by providing strategic advice, from regulatory to marketing strategies. Dr. Smarta is an active board member in the HADSA, part of alliance with IADSA (International Alliance Dietary/Food Supplement Associations). He is also the editor of 'Nutrascope', HADSA's member publication. Dr. Smarta has obtained his M.Sc. in Organic Chemistry (Drugs) from University of Nagpur in 1967 and a Doctorate in Management Sciences from University of East Georgia, Savannah in 1987. He is also a frequent contributor to industry publications - Express Pharma Pulse, Modern Pharmaceuticals, Pharmabiz etc.



Day 2 - Friday, 27th August, 2010, 10:00 -17:30
 Venus: Meeting Room N111 - 112

Organic Business Workshop - How to Run a Successful Organic Business

The organic market in Hong Kong and China has recorded a flourishing growth in the past five years. Not only has the number of certified organic farms increased, there has also been a greater demand for organic products.

With a more stable economy in the Asian region and the rising awareness of a healthy and environmental lifestyle, the room for the development of organic retailers is greater than ever. In China last year, sales of organic food reached CNY10 billion (USD1.16 billion), according to the Chinese Federation of Organic Agriculture Movements. This potential cannot be fully utilized, however, if one is not familiar with the subtleties of the retail business, such as consumers' expectations, promotion campaigns, awareness raising, challenges in the purchasing process, etc.

The organic business workshop is a one-day workshop that provides participants with updates on the organic business. Stakeholders and professionals in the organic business will deliver topics related to market trends and regulatory issues. Above all, they will share practical knowledge on organic retailing. Case studies of different types of organic retailers, as well as open discussion will enhance your understanding of the operation process, which helps you consolidate your ground for development.

Key Highlights of the workshop:

▶ The Global Organic Market and The Role of Organic Certification

- Overview of the global organic market
- Analysis of major world markets in the organic industry: EU, USA & Asia
- The international organic accreditation development
- The role of multilateral international equivalence in facilitating the continued expansion of organic trade

▶ How to Build and Maintain Confidence with Consumers

- The importance of communicating directly with consumer rather than through processors or retailers
- Understanding your consumer and their motivation in purchasing organic products
- Tactics in maintaining confidence: continue to review and police organic standards; Proactively manage integrity issues; monitor competitor especially non-organic ones who may try to offer consumers "organic lite" products
- Changing methods of communicating with consumers – the use of PR activities, advertising campaign and social media platform

▶ Update on the Rules and Regulations of Running Organic Business in China

- Introduction of definition and standard of organic products in China
- Updates on the development of the Chinese market
- Updates on the current governmental monitoring system of organic business in China
- New regulation requirements in China

▶ Branding your organic business through private labeling

- Running an Organic Business from Wholesale to Retail Stores
- Overview of the organic food sector in Malaysia and Singapore
- Market segment and consumer behavior
- Challenges on demand/supply and organic certification
- Diversification from wholesale, retailing and contract packing

▶ Know-how on running organic supermarket chain- from an operator perspective



▶ Direct distribution system of a Co-op

- Running organic business in Taiwan
- Understand the consumers Collective Buying Power
- Understand the key sources of the direct distribution system
- How to build and maintain the direct dialogues between consumers and the producers

▶ How to work with producers and build the organic supply chain

- Choosing to work with small-scale producers- benefits and challenges
- Organizing the organic supply chain- need a good conductor and linkage
- Producer groups – building capacity and strength
- Extension support, quality management, and ICS
- Donor supported projects to self-sustaining businesses

Workshop Speakers:



Andre Leu, Vice President, GOMA and IFOAM Accreditation

Andre Leu is a Vice President of IFOAM, the world peak organization for organic systems. He is the Chair of the Organic Federation of Australia, the peak organization for the organic sector in Australia. Andre is on the Steering Committee of the Global Organic Market Access (GOMA) project and on the Program Committee for IFOAM Organic World Congress in 2011. He is a member of Standards Australia FT-032, the committee that developed the Australian Standard for Organic and Biodynamic Products and the RIRDC Organic Systems Research & Development Advisory Committee. Andre has been involved in the organic industry since 1972. He has extensive experience in organic systems in Australia and around the world. He has published numerous papers and articles on organic systems, conducts workshops on organic production in Australia and other countries and teaches horticulture and environmental subjects.



Huw Bowles, Chair, Organic Trade Board in UK

Huw Bowles is the Chief Operating Officer of OMSCo, which is the UK's largest organic milk co-operative and collects and markets milk from around 500 organic dairy farms. Huw joined OMSCo in 2004 as Finance and Operations director and is now responsible for all day-to-day operational issues. Huw is also the Chair of the Organic Trade Board reflecting his interest in issues across the wider organic market and through this position is a Soil Association Council member. The Organic Trade Board seeks to work with the Soil Association and other organic bodies to develop the organic market.



Selina Gan, Managing Director, Country Farm Organics

Selina, the founder and Managing Director, has been the driving force at Country Farm Organics and in the regional organic market. Selina began her organic business in 1998 when she founded Country Farm Organics. The humble setup has then expanded to organic retail outlets & restaurant, certified packing facilities, and major supermarkets preferred organic partner in Malaysia and Singapore. Selina is frequently featured on televisions, newspapers and magazines in Malaysia. She has been invited to speak in numerous seminars on organic market in Southeast Asia and Europe. Selina's passion on health and environmental issues has stirred up public interest in organic lifestyle. Her determination to make organic food more affordable to the consumers has many Malaysians reaping the benefit of organic products at affordable price today.



Mr. Michael Commons, Coordinator of Thailand "Organic and Fairtrade Rice Chain" Project

Michael Commons is the Coordinator Organic Fair-trade Rice Chain Programme at the Earth Net Foundation, Bangkok, Thailand. He graduated from UCLA in linguistics and anthropology in 1993. With a long-time interest in ecological design and production, including organic farming, he joined Earth Net in early 2004. Since 2005 he has been coordinating an international training programme helping to build competency among organizations in Asia working with small-scale rice producers in building a successful organic supply chain and in developing local marketing of their products. He also works to coordinate other training programmes related to organic production, and organic and fair-trade marketing in Thailand and the region.



Mr. Huang Jen Tung, General Manager, Homemakers Union Consumers' Co-op of Taiwan

HUCC is the leading consumers union in Taiwan advocating collective buying movement since 1993. Mr. Huang is also the founder of the Orange Market, the very first organic food supermarket in Taiwan. He has been engaged in the organic and environmental friendly retail business for the past decade and is familiar with Taiwan organic market and farming.



Mr. Terry Yu, General Manager, Lohao City, China

Mr. Yu is one of the initial shareholders of Lohao City Organic Health Store. After graduating from Department of Speech Communication, Shih Hsin University (Taipei), he launched this organic store with fellow investors who shared a concern for environmental and health issues.

Value Add for Conference Attendees

Networking Luncheon

Venue: N106 - 108

The workshop fee includes one luncheon, where you can mingle with conference delegates and speakers from the health and nutrition industry. Grab your chance now to connect with the people and resources you need to develop relationships that will benefit you, your organization, and your markets.



Expo Asia Welcome Reception

On Thursday (26th August 2010) evening, a large networking cocktail party plus traditional lion dance performance will take place at the Italian restaurant, DUETTO, which is 5 minutes walk from the Hong Kong Convention & Exhibition Center. The cocktail is reserved for exhibitors, sponsors, major buyer delegates, conference delegates, speakers and VIPs.



Delectable food and two happy hour drinks will be offered, making the evening a truly outstanding, relaxed, informal and memorable networking opportunity.

Date: 26th August 2010

Time: 18:30 -20:30

Venue: DUETTO Italian & Indian Dining, 2/F,
Sun Hung Kai Centre, 30 Harbour Road, Wanchai

Speed Data Session

Speed Data session is a value-added service to our conference attendees, you can meet with our industry leaders to have your most pressing questions answered. Schedule a 20 minute one-on-one session with our experts if you have questions on quality and safety, as well as business strategies for your healthy business. Ask and walk away with invaluable insights!

- *Regulatory issue in US and GMP compliance with Edward Wyszumiala*
- *Business and marketing strategies for F&B companies with James Tonkin*



Edward Wyszumiala

General Manager – Dietary Supplement and Functional Food Certification Programs, NSF International



James Tonkin

President, HealthyBrandBuilders

Limited time slots are available for each topic.

To sign-up for a slot, please contact Ms Ice Mo at ice.mo@penton.com



at www.NutraconAsia.com

Book now to enjoy saving up to **15% discount!**

Nutracon Asia 2010 At-a-Glance			
Workshop / Events	26th August	27th August	28th August
Cosmetics Regulatory Workshop	●		
Functional Food & Beverage Workshop	●		
Dietary Supplement Workshop		●	
Organic Workshop		●	
Networking Cocktail	●		
Natural Products Expo Asia Exhibition	●	●	●

Pricing and Discount			
Fee for one delegate (Fee includes luncheon, full conference documentation and welcome cocktail reception)	Early bird discount Pay before 4th August 2010	Special discount*	Standard Price
Each Workshop	US\$272 HK\$2,125	US\$256 HK\$2,000	US\$320 HK\$2,500

Early Bird & Special Discount

All Early Bird discounts require payment at time of registration and before the cut-off date in order to receive any discount. Special Discount is only applicable to members of our Supporting Associations, please call Ms Ice Mo for promotional code at (852) 3582 4050 or email to ice.mo@penton.com

Booking Confirmation

Registration is considered confirmed upon receipt of payment. A confirmation email and official receipt will be sent to you within 2 working days when payment is received by the Organizer. If you do not receive any confirmation after 3 days of completing the registration, please contact us at expoasia@penton.com or tel: (852) 2975 9051.

Cancellations / Transfers

There will be no refunds for cancellations or no-shows. Substitutions are accepted upon prior notice.

Important Note: The Organizer reserves the right to refuse entry to any delegates as if deems fits. It may be necessary, for reasons beyond the control of the Organizer, to alter the content and timing of the program without prior notice.

New Hope Natural Media (Hong Kong)

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